

Travis Tae Oh

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EMPLOYMENT

Assistant Professor of Marketing 2020–Present
Sy Syms School of Business, Yeshiva University, New York

Market Research Analyst and Sales Manager, KIOTI Tractor Inc., Raleigh, NC 2011-2015
Analyze impact of pricing and sales promotions, market research for new products

EDUCATION

Ph.D. Marketing, Columbia University, New York, NY. 2015 – 2020
Graduate School of Business

B.S. in Commerce - Marketing & Finance, University of Virginia, Charlottesville, VA. 2010
McIntire School of Commerce

RESEARCH INTERESTS

| | |
|------------------------------------|--------------------------|
| Consumer Behavior & Psychology | Emotions and Motivations |
| Hedonic Consumption and Well-Being | Entertainment Marketing |
| Creativity | Brands and Branding |

PUBLICATIONS AND MANUSCRIPTS UNDER REVIEW

Simon Blanchard, Aaron Garvey, Duani, Nofar, Oded Netzer, and **Travis Tae Oh**, “New Tools, New Rules: A Practical Guide to Effective and Responsible Generative AI Use for Surveys and Experiments in Research,” (equal contribution) *Journal of Marketing*, 89(6), 119-139.

Soo Yon Ryu, Wilson Bastos and **Travis Tae Oh** (2025), “The Materialization of Experiences: How Experience Depth Increases Consumers’ Preference for Unique Objects,” *Journal of Association of Consumer Research*, 10(4), 406-418.

Oh, Travis Tae and Michel Tuan Pham (2022), “The Liberating-engagement Theory of Consumer Fun,” *Journal of Consumer Research*, 49(1), 46–73,

Oh, Travis Tae, Kevin Lane Keller, Scott A. Neslin, David J. Reibstein, and Donald R. Lehmann (2020), “The Past, Present, and Future of Brand Research,” *Marketing Letters*, 31, 151-162.

Pham, Michel Tuan and **Travis Tae Oh** (2021), “Preregistration Is Neither Sufficient nor Necessary for Good Science,” *Journal of Consumer Psychology*, 31(1), 163-176.

Pham, Michel Tuan and **Travis Tae Oh** (2021), "On Not Confusing the Tree of Trustworthy Statistics with the Greater Forest of Good Science: A Comment on Simmons et al.'s Perspective on Preregistration," *Journal of Consumer Psychology*, 31(1), 181-185.

WORKING PAPERS

Oh, Travis Tae, Melanie Brucks, Blaine Horton, and Sheena Iyengar, "Categorical Expansion: A Novel Dimension of Creativity" (*manuscript in preparation for resubmission*)

Jing Liu, Michel Tuan Pham, and Travis Tae Oh, "Guilty Pleasure" (*Data Collection*)

Oh, Travis Tae, Consumer Enthusiasm (*Data Collection*)

Oh, Travis Tae, Michel Tuan Pham, and Kamel Jedidi, "The Makeup of Brand Character: A Field Data Analysis of Consumer Responses to 7,000 Brands over 20 Years" (*preparing to submit to Journal of Consumer Psychology*)

Oh, Travis Tae and Jeunghyun Kim, "The Spread Effect of Livestreaming Viewers on Newly Launched Games" (*Preparing manuscript to submit to Journal of Marketing*)

Oh, Travis Tae and Michel Tuan Pham, "On the Engineering of Fun: Activating Liberation Increases Consumer Fun" (*preparing manuscript*)

CONFERENCE PRESENTATIONS

- "The Liberating-engagement Theory of Consumer Fun," Plenary Session Speaker at *SCP Boutique Conference on Consumption Experiences* (2022: Gainesville, Florida)
- "On the Engineering of Fun: Activating Liberation Increases Consumer Fun," Competitive Paper Presentation at *Association of Consumer Research Conference* (2020: Virtual)
- "The Psychology of Fun: Inquiry into Consumers' Fun Experiences," presented at *University of Houston Doctoral Consortium* (2019: Houston, Texas)
- "The Psychology of Fun" presenting as individual paper at *Society of Consumer Psychology Conference* (2019: Savannah, Georgia)
- "The Psychology of Fun" Competitive Paper Presentation at *Association for Consumer Research Conference* (2018: Dallas, Texas); ACR Proceedings Volume 46.
- "The Makeup of Brand Character: A Field Data Analysis of Consumer Responses to 7,000 Brands over 20 Years," presented as individual paper at *Society of Consumer Psychology Conference* (2018: Dallas, Texas)
- "Do Altruistic Individuals 'Share' More Contents on Social Media?" Competitive Paper Presentation at *Association for Consumer Research Conference* (2018: Dallas, Texas); ACR Proceedings Volume 46.
- "Empirical Generalizations of Brand Personality Dimensions: Longitudinal Analysis of a Robust Six Factor Model," presented as a poster session at *Association for Consumer Research Conference* (2016: Berlin, Germany)

HONORS AND RECOGNITION

Ferber Award, Honorable Mention (2022) - *The Ferber Award is given to the best dissertation-based article published in the most recent volume of the Journal of Consumer Research.*

Sy Syms Faculty Research Award (2022)

Israel Institute Faculty Development Grant (2021)

University of Houston 37th Doctoral Consortium Fellow

Winner of ACR/Sheth Foundation Dissertation Proposal Award (2017)

Paul and Sandra Montrone Award: Doctoral Fellowship (2016 / 2017)

Luxury Education Foundation Scholarship Award (2017)

SERVICE TO FIELD

Reviewer, *Journal of Consumer Research*

Reviewer, *Journal of Marketing*

Reviewer, *Journal of Marketing Research*

Reviewer, *Journal of Association of Consumer Research*

Reviewer, *Marketing Letters*

Reviewer, *Society for Consumer Research* (2016-present)

TEACHING EXPERIENCE

| | |
|----------------------------------------------|----------------|
| Principles of Marketing | 2020 – Present |
| Yeshiva University (Undergraduate) | |
| Buyer Behavior | 2021 – Present |
| Yeshiva University (Undergraduate) | |
| Marketing Capstone | 2022 – Present |
| Yeshiva University (Undergraduate) | |
| Marketing Management | 2022 – Present |
| Yeshiva University (MBA) | |
| Modern Israel and Start-up Marketing | 2022 – Present |
| Yeshiva University (Undergraduate) | |
| Leveraging Generative AI in Marketing | 2022 – Present |
| Yeshiva University (MBA) | |

TEACHING INTERESTS

Consumer Behavior / Consumer Insights

Marketing Research (Quantitative and Qualitative Data Analysis; Mixed Methods)

Principles of Marketing

Brand Management

Experiential and Entertainment Marketing

OTHER

Language: Bilingual in English and Korean

Certified Wine Expert: WSET Diploma